

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62,67



New and Improved GERANIUMS

INTRODUCING
AN OUTSTANDING COLLEC-
TION OF NEW VARIETIES
IN COLORS AND SHADES
NEVER BEFORE PRODUCED
IN GERANIUMS

GOOD & REESE, INC.
SPRINGFIELD, OHIO

SPRINGFIELD SCARLET ➔

Large double flowers are a true scarlet color with a distinct white eye, and are carried on strong erect stems. This variety holds its color well throughout the entire flowering span of each flower head. Foliage is a plain deep velvety green. Plant shapes up nicely in a 4-inch pot and makes a good Memorial Day variety. Does well planted out-of-doors.

SPRINGFIELD SHELL PINK ➔

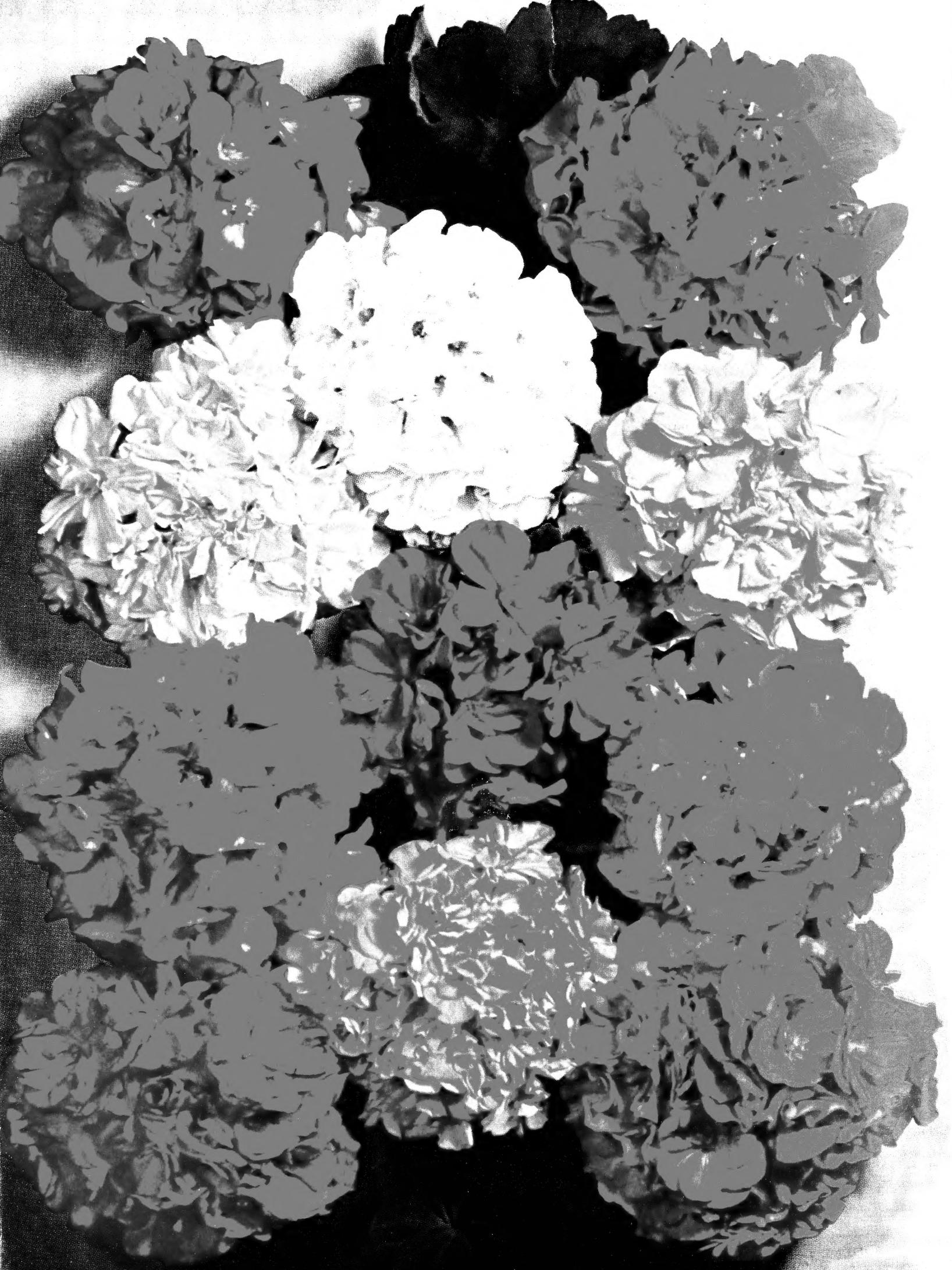
The name of this variety denotes its color perfectly. The double flowers are produced profusely on immense sized flower heads. The foliage is medium green with a slight zone. Springfield Shell Pink is very much like Enchantress Fiat in blooming habit —a sure thing to bloom at every other node at any stage of growth in any size pot.

SPRINGFIELD SALMON ➔

The color of this Geranium is best described as a fiery salmon. Flowers are produced at every other node. No growing condition seems to stop this Geranium. Wet or dry, hot or cold, bright weather or dark, it keeps on growing and can be made for Easter, Mother's Day or Memorial Day with little effort. In outdoor trials it has proven itself a splendid bedder. The foliage carries a very distinct dark zone.

SPRINGFIELD CRIMSON ➔

A true crimson color with the upper petals carrying a blotch of scarlet. The flower heads are large and carried well above the zoned dark green foliage. When grown to a 4-inch size, it will command a steady demand for Memorial Day.



SPRINGFIELD VERMILION

(Outside Row, Top Variety)

The color of this "red" Geranium ranges from crimson to scarlet, the upper petals being more scarlet and giving an overall pleasing cast. Flowers are borne well above the green foliage at every second node. Shifted into a 4-inch pot the plant shapes up well for Mother's Day and is strongly recommended for Memorial Day.

SPRINGFIELD WHITE

(Center Row, Top Variety)

This excellent variety has by far the purest paper-white double flowers and the largest flower heads of any white Geranium known. The flowers are produced abundantly at every other node and hold well over a long period of time. It is a pleasure to grow this self-branching variety and when pinched in a 4-inch pot it makes a lovely bushy specimen covered with beautiful spotless white flowers. Will make Mother's Day easily.

SPRINGFIELD VIOLET

(Center Row, 2nd Variety from Top)

This variety is a very decided improvement over the well-known Marquis de Montmort because of its rich deep violet color. The flower heads are large and very showy against the plain deep green foliage. The plant is a very vigorous and robust grower and when grown into a 4-inch size plant will carry from three to six branches in bloom. This variety does very well when planted outside.

SPRINGFIELD ROSE-PINK

(Center Row, Bottom Variety)

This is a very warm rich pink with a sparkle and a lot of life to it. It is a decided improvement over Pink Barney which is the closest variety to it in color. This Geranium is one of the easiest varieties to shape up into a 4-inch size pot because one hard pinch will make it branch vigorously. In outdoor trials it does real well. The flower heads are average in size but are produced very abundantly. A good Mother's Day variety.

SPRINGFIELD BRILLIANT PINK

(Outside Row, 2nd Variety from Top)

This variety is a darker pink than Springfield Shell Pink and lighter than Springfield Rose Pink. It is a very pleasing pink color and is toned down to a pure white in the center, giving it a distinct "eye" effect. The plant has a tendency toward the self-branching habit and when grown on to a 4-inch size it shapes up to a very nice plant. Ordinary Geranium culture will produce very satisfactory results. The color of this Geranium does not fade with age.

SPRINGFIELD ORANGE

(Outside Row, 3rd Variety from Top)

Here is undoubtedly the first decided "break" in Geranium colors in years. This variety is true orange in color and so strikingly distinct and beautiful that it has created sensational interest when viewed by visiting florists. When grown in 4-inch size and pinched soft it will make a shapely plant and attract the attention of everyone.

SPRINGFIELD CERISE

(Outside Row, Bottom Variety)

While the French word "Cerise" denotes "cherry" literally, this variety corresponds more accurately with the generally accepted meaning of the word today, that is, a red with a bluish undertone. The bases of the petals are white and give a miniature "eye" effect. The flower heads are very large and are borne on the stiffest stem ever seen on a Geranium. The plant is not a rank grower and for that reason makes very desirable 4-inch size for Memorial Day. A very outstanding and distinct variety.

For Years

We have devoted considerable time and effort to the production of new and improved types of Geraniums for the florist. We firmly believe we are here introducing the finest collection of new varieties ever presented.

These new varieties have been carefully selected for better colors, improved growth, ease of culture and prolific blooming habits. All are distinctly different from present day varieties and numerous visiting florists have marveled at the new colors represented.

To demonstrate our faith in these new Geraniums, we now have 12,000 stock plants in prime producing condition for the coming year. Prompt deliveries will be made during the entire year.

PRICES

Plants from 2 1/4-inch pots: \$1.50 per 12; \$10.00 per 100; \$80.00 per 1000.
(25 to 200 of a variety at the 100 rate.
Over 200 of a variety at the 1000 rate.
Not less than six plants of a variety
will be sold.)

SPECIAL INTRODUCTORY OFFER
25 each of the 11 new varieties (275
plants) will be furnished for \$20.00.

GOOD & REESE, INC.
SPRINGFIELD, OHIO
